Amendments to the Claims

The following Listing of Claims replaces all prior versions, and listings, of claims in the application.

Listing of Claims:

Claim 1 (previously presented): A method of forecasting demand for a product, comprising:

obtaining a product life cycle template comprising template parameter values each individually controlling a respective aspect of a respective one of a growth phase, a maturity phase, and a decline phase of a template demand profile;

producing an initial demand forecast comprising demand values for the product over a product life cycle, wherein the producing comprises modifying one or more of the template parameter values of the product life cycle template;

determining one or more impact profiles each of which comprises one or more impact values, wherein each of the impact values specifies a respective impact of a respective set of one or more events on the initial demand forecast during a respective period of the product life cycle; and

generating an event-adjusted demand forecast for the product, wherein the generating comprises convolving the impact values of the respective periods of the one or more impact profiles with the demand values of corresponding periods of the initial demand forecast.

Claim 2 (previously presented): The method of claim 1, wherein the producing comprises deriving the demand values of the initial demand forecast based on a scaling of the template parameter values of the product life cycle template based on an estimate of the mature demand for the product.

Claim 3 (previously presented): The method of claim 1, wherein the producing comprises deriving ones of the demand values of the initial demand forecast based on estimates of one or more template parameters representing lengths of one or more of the phases of the template demand profile.

Claim 4 (previously presented): The method of claim 3, wherein the producing comprises deriving ones of the demand values of the initial demand forecast based on length estimates for the maturity and decline phases of the template demand profile.

Claim 5 (previously presented): The method of claim 1, wherein the producing comprises deriving ones of the demand values of the initial demand forecast based on an estimate of stock-in demand relative to an estimate of mature demand.

Claim 6 (previously presented): The method of claim 1, wherein the generating comprises multiplying the impact values of the respective periods of one or more of the impact profiles with the demand values of corresponding periods of the initial demand forecast.

Claim 7 (previously presented): The method of claim 6, wherein the determining comprises determining at least one of a seasonality impact profile, a price drop impact profile, a promotions impact profile, a competitive product introduction impact profile, and an economic conditions impact profile, and the generating comprises multiplying the impact values of the respective periods of the at least one determined impact profile with the demand values of corresponding periods of the initial demand forecast.

Claim 8 (previously presented): The method of claim 1, wherein the generating comprises adding the impact values of the respective periods of one or more of the impact profiles with the demand values of corresponding periods of the initial demand forecast.

Claim 9 (previously presented): The method of claim 8, wherein the determining comprises determining at least one of a deals impact profile, a constrained product introduction impact profile, a left-to-sell impact profile and an impact profile corresponding to a bundling event, and the generating comprises adding the impact values of the respective periods of the at least one determined impact profile with the demand values of corresponding periods of the initial demand forecast.

Claim 10 (previously presented): The method of claim 1, wherein the obtaining comprises calculating the template parameter values of the product life cycle template based on a normalization of a monthly demand profile derived from historical demand data.

Claim 11 (currently amended): ~~A~~ The method of ~~forecasting demand for a product,~~ claim 1, further comprising:

~~generating an initial demand forecast by imposing onto a set of product demand parameters a demand profile having a life cycle characterized by a growth phase, a maturity phase and a decline phase;~~

~~generating an event-adjusted demand forecast based upon a convolution of the initial demand forecast with a set of one or more impact profiles each representing an impact of a respective set of one or more events on product demand over the product life cycle; and~~

generating an inventory-adjusted demand forecast based upon a convolution of the event-adjusted demand forecast with a measure of channel inventory and sell-through impact on product demand.

Claim 12 (original): The method of claim 11, further comprising computing the channel inventory impact measure based upon an estimate of aggregate channel weeks of supply.

Claim 13 (original): The method of claim 12, wherein computing the channel inventory impact measure comprises computing a measure comparing the aggregate channel weeks of supply estimate and an estimate of an aggregate weeks of supply target for the channel.

Claim 14 (original): The method of claim 13, wherein computing the channel inventory impact measure further comprises adjusting the comparison measure based upon an estimate of channel demand sensitivity to actual inventory levels relative to target inventory levels.

Claim 15 (original): The method of claim 11, further comprising generating a demand-adjusted demand forecast based upon a convolution of the inventory-adjusted

demand forecast with a measure of forecast error computed from a measure of actual demand and a measure of demand predicted by the inventory-adjusted demand forecast.

Claim 16 (original): The method of claim 15, further comprising smoothing the measure of forecast error in accordance with an exponentially-weighted moving average function.

Claim 17 (previously presented): A computer program for forecasting demand for a product, the computer program residing on a computer-readable medium and comprising computer-readable instructions for causing a computer to perform operations comprising:

obtaining a product life cycle template comprising template parameter values each individually controlling a respective aspect of a respective one of a growth phase, a maturity phase, and a decline phase of a template demand profile;

producing an initial demand forecast comprising demand values for the product over a product life cycle by modifying one or more of the template parameter values of the product life cycle template;

determining one or more impact profiles each of which comprises one or more impact values, wherein each of the impact values specifies a respective impact of a respective set of one or more events on the initial demand forecast during a respective period of the product life cycle; and

generating an event-adjusted demand forecast for the product by convolving the impact values of the respective periods of the one or more impact profiles with the demand values of corresponding periods of the initial demand forecast.

Claim 18 (previously presented): A system for forecasting demand for a product, comprising a graphical user interface configured to:

display a product life cycle template comprising template parameter values each individually controlling a respective aspect of a respective one of a growth phase, a maturity phase and a decline phase of a template demand profile;

receive template parameter modification values for a set of one or more of the template parameters;

display an initial demand forecast comprising demand values for the produce over a product life cycle, wherein the demand values correspond to the template parameter values of the product life cycle template modified in accordance with the received template parameter modification values;

display a set of one or more impact profiles each of which comprises one or more impact values, wherein each of the impact values specifies a respective impact of a respective set of one or more events on the initial demand forecast during a respective period of the product life cycle;

receive impact profile modification values for modifying one or more of the impact profiles; and

display an event-adjusted demand forecast corresponding to a convolution of the impact values of the respective periods of one or more the impact profiles modified in accordance with the received impact profile modification values with the demand values of corresponding periods of the initial demand forecast.

Claim 19 (previously presented): The system of claim 18, wherein the graphical user interface is configured to enable a user to selectively apply one or more of the modified impact profiles to the initial demand forecast, the graphical user interface being additionally configured to display one or more event-adjusted demand forecasts each comprising respective values corresponding to respective convolutions of the impact values of the respective periods of a respective one of the selectively applied impact profiles with the demand values of corresponding periods of the initial demand forecast.

Claim 20 (original): The system of claim 18, further comprising a calculation engine configured to:

compute an inventory-adjusted demand forecast based upon a convolution of the event-adjusted demand forecast with a measure of channel inventory impact on product demand; and

compute a demand-adjusted demand forecast based upon a convolution of the inventory-adjusted demand forecast with a measure of forecast error computed from a measure of actual demand and a measure of demand predicted by the inventory-adjusted demand forecast.